

The hour-long "CBS Reports" television show titled "The Teen-Age Smoker" was widely reviewed. Many reviewers noted the protest of George V. Allen, which led off the Associated Press story.

LOS ANGELES TIMES
Los Angeles, Calif.
September 20, 1962

Tobacco Man Hits Network Smoking Show

NEW YORK (AP) — George V. Allen, president of the Tobacco Institute, Inc., complained Wednesday night that his participation in a television program about teen-age smokers "was obtained by misrepresentation."

He issued his protest shortly before the program — "CBS Reports" — was broadcast nationally.

In a telegram to CBS

president Frank Stanton, Allen said:

"We were told that the program would be an objective report on smoking and health. Instead, it afforded a vehicle for venting of extreme opinions and prejudices without any real effort to explore the facts and to determine the merits of these positions."

Richard S. Salant, president of CBS news, replied: "We've checked into Mr. Allen's charges and we deny them. The program speaks for itself."

The program, called "The Teen-Age Smoker," presented spokesmen for both sides of the smoking-health controversy.

NEW YORK POST
New York, New York
September 20, 1962



On The Air

By BOB WILLIAMS

"CBS Reports" filtered most blends of opinion on the burning issue over the health hazards of cigarettes but managed to stay a clean quarter-inch or so away from urging that anybody really kick the habit.

That wasn't far enough, however, for George V. Allen, president of the Tobacco Institute, Inc., who branded the program less than "objective" and complained that his own participation had been "obtained by misrepresentation."

He hadn't been told, he said, that the program would be "oriented" to "The Teen-Age Smoker."

For the most part, the hour-long survey reviewed the much-publicized statistical data, compiled by the U. S. and Great Britain, linking smoking to lung cancer. Rebuttals were presented from the Tobacco Research Center and Dr. Harry S. N. Greene, chairman of the department of pathology at Yale University's School of Medicine.

The program was nonetheless discouraging to any deep-down smoking enjoyment, particularly in full view of American Cancer Society slides purporting to show the effects of cigarettes on lung tissue. Equally disturbing was the testimony of Dr. Ernest Dichter, so-called "high priest of hidden persuasion" and a consultant to the tobacco industry, who visualized the cigaret as "a symbol of life," as well as an indispensable "crutch" to jittery modern man.

It was a commendable beginning by "CBS Reports" of its fourth season, as well as a cour-

THE EVENING STAR
Washington, D.C.
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Allen Protests CBS Program on Tobacco

NEW YORK, Sept. 20 (AP). —George V. Allen, president of the Tobacco Institute, Inc., contends that he was quoted "badly out of context" in a taped television program entitled "The Teen-Age Smoker."

Mr. Allen lodged his protest shortly before the show, presented by "CBS Reports," was telecast nationally last night.

In a telegram to CBS President Frank Stanton, Mr. Allen said:

"We were told that the program would be an objective report on smoking and health. Instead, it affords a vehicle for venting of extreme opinions and prejudices without any real effort to explore the facts and determine the merits of these positions."

Charges Are Denied

Richard S. Salant, president of CBS news, replied: "We've checked into Mr. Allen's charges and we deny them. The program speaks for itself."

The program presented both sides of the smoking-health controversy, particularly as it relates to lung cancer.

Testimony was presented by the Royal College of Physicians in Great Britain, the United States Public Health Service and the American Cancer Society concerning possible links between smoking and lung cancer.

In rebuttal, Dr. Clarence Cook Little, scientific director of the Tobacco Research Cen-

ter, and Dr. Harry S. N. Greene, chairman of the department of pathology at the Yale University School of Medicine, maintained that it was not clearly established that tobacco caused cancer in man.

During the interview with Mr. Allen, a portion of which appeared briefly toward the end of the hour-long program, CBS reporter Harry Reasoner asked Mr. Allen about charges that cigarette advertising is "slanted to start young people smoking"—with Mr. Reasoner noting that Mr. Allen does not think it is.

Brand Shifts Pushed

Mr. Allen replied that advertising policies are determined by individual companies, not by the industry-wide organization he represents, and added:

"The great majority of the advertising, I must say in all frankness, is on the part of companies which are trying to persuade people who are already smokers to change their brand from one company to another."

The program discussed American cigarette advertising on television and its possible effects of inducing young people to take up smoking.

The program noted that British cigarette companies have agreed not to advertise on TV before 9 o'clock at night in a move to limit what could be appeals to teen-agers to adopt the cigarette habit.

ageous venture, considering the influential status of the tobacco industry as a multi-million-dollar commercial TV customer.